PEER PROCEDURES

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Source: https://www.industrydocuments.ucsf.edu/docs/tsvp0000

PEER MARKETING - 2/15/95

	ALL STYLES
LIST PRICE	$8.49
RETAIL FEATURE (OFF-INVOICE)	1.20
NET INVOICE	**$7.29**
MONTHLY P/L REBATE	.30
MARKETING ACCRUAL*	.80
SEMI-ANNUAL SHARE OF CATEGORY**	.50
NET PRICE	**$5.69**
TERMS (3.25% ROUNDED)	.28
E.F.T.***	.03
FOCUS PROGRAM POTENTIAL***	.14
POTENTIAL NET	**$5.24**

1¢ FOR EACH SHARE PT UP TO 50¢

* ALLIANCE PROGRAM - MARKETING PROGRAM (COUPON, ETC.)
** ONE (1) CENT PER S.O.C. % UP TO 50 CENTS - - PAID SEMI-ANNUALLY
***E.F.T. AND FOCUS ARE AVAILABLE TO QUALIFYING CUSTOMERS

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BRAND ASSIGNMENT PROCEDURES

Complete PMA Membership Agreement

Submit to GJS

(GJS)
Confirm states and counties
Route to Customer Services

Gwen Scott
Ext 3340

Customer Services:

Confirm if customer is an existing or new PMA customer
Confirm brand
Adjust customers accrual

If a new brand is requested:

(GJS)
Locate available brand (states and counties)
Notify NAM and/or customer
Route to Customer Services

Customer Services:
Existing Customer-New Brand:

Notify Distribution and BIAD to have product moved to public warehouse and add to forecast
Notify Distribution to move existing product from warehouse and BIAD to remove from forecast
Discontinue customer from ordering existing product
Notify NAM and/or customer of product availability in public warehouse

GJS:
New Customer-New Brand:

NAM to sumbit forecast request
BIAD to verify/submit recommendations
Recommendations to be faxed to NAM for approval
Customer Services to add to allocation file, advise Distribution and BIAD
Customer Services to advise NAM and/or customer of availability in public warehouse

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Source: https://www.industrydocuments.ucsf.edu/docs/tsvp0000

MARKETING ASSOCIATES, INC.
cadian Ave., Suite C1
us NJ, 07652

February 14, 1995

Mailing Address
FINKLE DISTRIBUTORS, INC.
ATTN: MR. MARK FINKLE
RTE.30 - P.O. BOX L
MAYFIELD, NY 12117-0205

*** SUMMARY OF PEER MEMBER BENEFITS ***

Paying Account 9994260
Shipping Account 1340400

	Monthly Volume	Brand Family Off-invoice & Monthly Rebate	BEST CHOICE Invoice Terms & EFT (see note)	Total Rebate
	(ctns)	($1.50)	($0.325)	($1.82)
January	420	$ 630	$ 136	$ 766
February	0	$ 0	$ 0	$ 0
March	0	$ 0	$ 0	$ 0
April	0	$ 0	$ 0	$ 0
May	0	$ 0	$ 0	$ 0
June	0	$ 0	$ 0	$ 0
July	0	$ 0	$ 0	$ 0
August	0	$ 0	$ 0	$ 0
September	0	$ 0	$ 0	$ 0
October	0	$ 0	$ 0	$ 0
November	0	$ 0	$ 0	$ 0
December	0	$ 0	$ 0	$ 0
Total	420	$ 630	$ 136	$ 766

	Monthly Volume	Alliance Accrual Earned	Alliance Accrual Used	Alliance Accrual Remaining
	(ctns)	($0.80)		
January	420	$ 336	$ 0	$ 4,288
February	0	$ 0	$ 0	$ 0
March	0	$ 0	$ 0	$ 0
April	0	$ 0	$ 0	$ 0
May	0	$ 0	$ 0	$ 0
June	0	$ 0	$ 0	$ 0
July	0	$ 0	$ 0	$ 0
August	0	$ 0	$ 0	$ 0
September	0	$ 0	$ 0	$ 0
October	0	$ 0	$ 0	$ 0
November	0	$ 0	$ 0	$ 0
December	0	$ 0	$ 0	$ 0
Total	420	$ 336	$ 0	$ 4,288

	Monthly Volume	Share of Category
	(ctns)	($0-$0.50)
January	420	$ 0
February	0	$ 0
March	0	$ 0
April	0	$ 0
May	0	$ 0
June	0	$ 0
July	0	$ 0
August	0	$ 0
September	0	$ 0
October	0	$ 0
November	0	$ 0
December	0	$ 0
Total	420	$ 0

(NOTE: Rate of $0.325 for invoice terms & EFT is calculated amount based on the maximum rate available)

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KICK OFF PROGRAM

*) PER CARTON ON FIRST 10 CASES ABOVE AVERAGE USAGE OVER EIGHT WEEK PERIOD

MAXIUM — $4,800

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